



Christopher Persadie Named Director of Operations for Blue Moon Mexican Café

25 year industry veteran will lead northeast franchise expansion

Englewood, N.J. (August 31, 2007) – Blue Moon Mexican Café has named Christopher Persadie director of operations. Persadie will oversee day-to-day operations for the chain’s five locations and will provide operational support for new restaurant openings and franchisees. Persadie will report to Blue Moon Mexican Café founder and managing member, Howard Felixbrod.

Persadie brings more than 25 years of experience in operations to Blue Moon. Prior to this appointment, Persadie was active in the development of new Applebee’s locations in the New York metro area and has held various positions with Red Lobster and Bennigan’s.

“This is an exciting time to be a part of the Blue Moon organization,” commented Persadie. “Blue Moon has a 20-year track record of success and is now expanding. I look forward to being a part of the team and their continued success.”

“Christopher is a perfect fit for Blue Moon,” added Felixbrod. “He is an experienced restaurant industry professional and has solid expertise with franchise development and growth. He will play an active role in our expansion.”

Blue Moon Mexican Café recently announced that it will expand throughout the Northeast U.S. and has formed Blue Moon Franchises, LLC. The new company is actively seeking qualified franchisees and has set a goal to award seven to 10 new franchise locations within the next year.

About Blue Moon Mexican Cafe:

Englewood, New Jersey-based Blue Moon Mexican Café is a full-service neighborhood Mexican restaurant chain with five locations in the New York metro area. The company prides itself on a variety of fresh, homemade and creative Mexican and Southwest fare served in a fun and inviting atmosphere. Blue Moon is dedicated to phenomenal customer service. For more information on Blue Moon Mexican Cafes, please visit www.bluemoonmexicancafe.com

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